

"Grand Hotel" finishes 700 Road Show Exhibitions at \$1.50 — Now ready for General Distribution.

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 20

TORONTO 2, CANADA

September 10th, 1932

STRANGE INTERLUDE

NORMA SHEARER—CLARK GABLE

*The successor to "Grand Hotel"
at the Astor Theatre, New York,
and Grauman's Chinese Theatre,
Los Angeles. Twice Daily at \$2.*

Eugene O'Neill's Prize Drama

Directed by Robert Z. Leonard

Of course, it's METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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Address M-G-M Ad. Dept., 1540 Broadway, N. Y. C. We will supply them without cost to you!

CONGRATULATIONS to the greatest Cast of Stars since "Grand Hotel"!

Frances Marion, the noted screen writer, is well remembered for her successes "Min and Bill," "The Champ," "The Big House" and "Emma." But she wins true immortality with her splendid entertainment "Blondie of the Follies."

It is the story of two tenement girls who rise to fame in the Follies; luxury, fame, romance is theirs—but sometimes they wonder if they have not paid too great a price!

An amazing, spectacular production enacted by a great cast! You're in for a treat!

MARION DAVIES
ROBERT MONTGOMERY
in
Blondie of the Follies

Directed by EDMUND GOULDING
Dialogue by Anita Loos
Story and Screenplay by Frances Marion
A MARION DAVIES PRODUCTION
A METRO-GOLDWYN-MAYER PICTURE

ENJOY THESE SIGHTS!

The greatest ensemble of the Metro-Goldwyn-Mayer cast in the picture—The great stars of New York—The picture is a masterpiece of the Metro-Goldwyn-Mayer studio.

STATE
starts TODAY

No. 2—150 x 4

WOMEN SCREAMED
as the white body of the Follies Beauty **WAS HURLED INTO SPACE!**

HER OWN PAL MADDENED BY JEALOUSY TAKES CRUEL REVENGE
A scream of terror... a helpless figure hurtling through space... a frenzy of panic... and a vision of the most gripping drama of modern times.

The story "GRAND HOTEL" took the Metro-Goldwyn-Mayer studio by storm... a picture of the most gripping drama of modern times.

MARION DAVIES
and ROBERT MONTGOMERY
in
Blondie of the Follies

Directed by EDMUND GOULDING
A Metro-Goldwyn-Mayer Picture
A Marion Davies Production

Starts FRIDAY
STATE

No. 1
180 x 3

PUT THEM IN THE PAPERS!



PUT A SIGN IN YOUR LOBBY!

It is important that you screen "Blondie of the Follies" at once! It has leaped into the forefront of box-office news in its first engagements. It is comparable only to the greatest pictures of Marion Davies' career, such as "Little Old New York" and "Marianne." You will see "Blondie" in many head-lines of the trade press during coming weeks. There are big grosses in store for this picture. Get yours!

TAKE OUR ADVICE!
The Surprise Entertainment of the Season is coming! We urge you not to miss it!

MARION DAVIES
and Robert Montgomery in

Blondie of the Follies

with
BILLIE DOVE
JAMES GLEASON
JIMMY DURANTE
ZASU PITTS

Everybody's Raving About it!

ANOTHER HIT FROM METRO-GOLDWYN-MAYER

METRO-GOLDWYN-MAYER

P. S.—Did you take our tip on "Speak Easily?" Well, here's another hot tip!

**B. F. Lyon, formerly General Manager Warner Bros. now Canadian Manager
Ideal Films.**

Canadian Moving Picture DIGEST

*Established in 1915 for
Exhibitors*

Subscription: \$5.00 yearly
Telephone: Waverley 4929
Cable: Ontocanada

*Published by Canadian
Moving Picture Digest
Company, Limited*

259 Spadina Ave. Toronto

RAY LEWIS

Editor and Managing Director

Vol. 24, No. 20

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EDITORS HAVE TAKEN NOTICE



HAVE the producers and distributors, the exhibitors and editors of trade publications devoted to Motion Pictures observed just how much editorial space, on the editorial page, Motion Pictures has received during the past year?

It is a recognition of importance. Heretofor, editors occasionally noticed us, although we frequently "crashed" the front page; and usurped by right of public interest more space than any other Industry or Art in the world, in the daily press and in magazines.

But being noticed by so many editors of daily papers across the American continent and in Europe, emphasizes the importance of our own trade papers, who have editors who are specialists in the moving picture field, who talk editorially about an Industry, an Art, about a Show Business which they know!

At one time we in the Industry, trade paper publishers exempted, came to a conclusion that the Trade paper was the old-fashioned medium of salesmanship; and that it belonged to the Yesterdays of our Industry, which was then speeding up its momentum on an entirely new efficiency system, removed from the old time showmanship.

There were a few wise showmen, who were prophetic sufficiently to see that this Motion Picture Industry of ours was in need of its press specialists, who had grown up with the Industry, just as these showmen had; and that underlying the business interest in this vast enterprise, they shared with these wise showmen a love for the game, the showman's love for this Show Business.

These "wise showmen" preserved the Trade publications by their support, and today, this unit of our Industry becomes mature in its value. When editors of daily papers and various magazines begin to give us their editorial page, it will be the editors of trade papers who

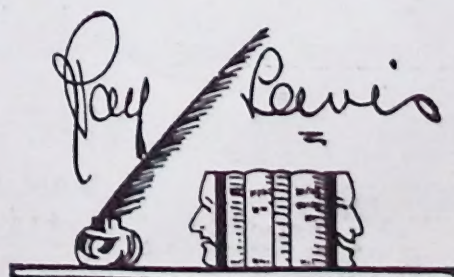
know Show Business, and who know how to write (the latter ability being the common ground upon which all editors meet), who will be in a position to present the case for the Motion Picture Industry!

JIMMY WALKER STEPS OUT

THE resignation of "Jimmy" Walker, Mayor of New York, is of interest to our Industry, since at one period in his career, overlooked in the general Walker biographies published, "Jimmy" Walker, ex-Mayor of New York, was in the position as leader of the Motion Picture Theatre Owners of America. Exhibitors will remember the fiery oratory of "Jimmy" and the big battle in which "Jimmy" stepped down and Sidney Cohen stepped up.

The breaking of this rung of the ladder inspired "Jimmy" to reach for a higher rung, upon which he supported himself to a greater success. Such defeat is different from the industrial and political promotions which kick you up the ladder, in order to give you "the air". Many a man has found that the best thing Life did for him was to turn him loose to seek "distant pastures".

Finance, Industry, Politics have in their midst corporations whose latitudes are very elastic! These Interests may turn all profits of their service toward themselves, but these also have a code, as inalterable as the laws of the Medes and the Persians, and that is the code which makes you "walk the plank", if you are found in the territory of "elastic latitudes", by Public Opinion; and you cannot prove that the dusty imprints have not been caused through the tread of your "clay feet".



THREE ROUSING WAR-WHO

*You're Back in the Motion Picture Business with 12
Roaring Episodes of the Grandest American Outdoor
Show that Ever Drove Fifty Million Kids Wild with Joy!*

COURTNEY RYAN
COOPER'S RED-BLOOD
DRAMA of FIGHTING
AND FIGHTING DAYS

with **CREIGHTON CHANEY,**
DOROTHY GULLIVER, FRANCIS X. BUSHMAN, Jr.
JUDITH BARRIE, JOE BONOMO, WILLIAM
ESMOND, YAKIMA CANUTT, PETE MORRISON

Supervised by Fred McConnell

...MEN!... LAST FRONTIER



RKO
Radio
PICTURES

Produced by
VAN BEUREN
CORPORATION

Released Sept. 2 when Young America is taking its last fling at vacation . . . just before they sink their noses in the history books.

Men of daring cleave the savage West in the most dramatic of all the Indian campaigns, culminating in Custer's Last Stand. Thousands of Indians, herds of buffalo, wagon trains weaving their snake-like trail toward the Golden Gate. Historic characters re-live the blazing pioneer days

RAY



RAY LEWIS

PRESENTS

JERRY SHEA presented a vaudeville show of R.K.O. features which brought one back to the time when Shea's Vaudeville was the talk of Toronto, and regardless of who played to empty seats, Shea's was always packed! The feature was Jack Mulhall, who did a "straight" for Emmett Lynn "character". Mulhall has a pleasing stage presence and his intimate conversations about screen celebrities made interesting stuff for the public. Lynn was a feature on his own.

Two other excellent acts were Paul Cadeaux and the Dawn Sisters and Ray Mayer and Edna Evans. The feature picture was "Street of Women", with Kay Francis, Allan Dinehart, Roland Young. It is a Warner production, and the producers certainly spent plenty of "dough" in dressing this story up, which like Kay Francis, wears its clothes smartly. The only part of the picture which shows no class is the title, which sounds like "street women", and if it is meant to sound like what it sounds, it certainly is unsound for Kay Francis and the quality which Warner Bros. gave to this picture.

If this woman climbs carefully, and is guided and directed wisely, she will take her place among the big names of our screen. Archie Mayo directed.

THE suicide of Paul Bern, director for Metro-Goldwyn-Mayer, came as a great shock. The director was but recently married to Jean Harlow of Platinum Blonde fame. There is an investigation to discover the motive. A note which the director had evidently penned before he decided to start off on "the greatest adventure", read, "This is the only way to make good the frightful wrong I have done you." Miss Harlow, when questioned, could give no reason for the deed which has widowed her! Friends of Paul Bern disclosed that he suffered from melancholia. Our sympathy is with Miss Harlow and with the man who died.

Eva Tanguay, ill and dying, appears to have secured a new lease of life through her renewed faith in old friends and associates, who, learning of her illness and her impoverished income, came to her assistance. Now Eva of "Madcap fame", who is suffering from a complication of ailments, states she will get well and return to the stage. Here's hoping, old girl, meanwhile Sid Graumann sent along \$100.00 to help Eva "make good" her promise.

THEY tell us that Montreal has solved its first run problem by handing the management to Famous Players, through a Famous Players-Loew's and R.K.O. pooling agreement. The Palace gets first run of the pick of product, Loew's takes second run, with vaudeville. The Capitol plays double features, while the R.K.O. house and the Imperial will be using French pictures.

R.K.O.'s "Bird of Paradise", with Dolores Del Rio is making the box-office perform that alluring figure dance which all exhibitors love. Reports from the various theatres give "Bird of Paradise" top money for the week over other attractions.

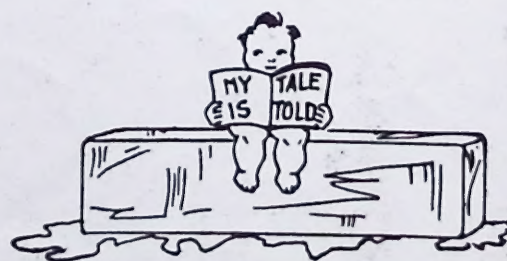
Toronto is waiting for "The Strange Interlude" with Norma Shearer in the lead. It took over a page in the Motion Picture Herald of September 3rd to express Terry Ramsaye's views on this Metro-Goldwyn-Mayer headline feature.

In one paragraph of the review, Ramsaye states "Miss Shearer's success in this production is probably the most significant of her career because of the extraordinary range of the demands made by her part."

MARLENE DIETRICH is reported in the press to have settled suits against her for \$600,000 damages, and now Joseph Von Sternberg can continue to be the Pygmalion of the Screen, who made Marlene Dietrich the "Blonde Venus".

The policy which R.K.O. is adopting in its theatres and which will give all product booked into the R.K.O. theatres full credit in its advertising, is an excellent one and gives credit where credit is due. It will also have a tendency toward a greater stimulation of business, for inasmuch as it is true that no man, no nation can be sufficient unto itself, so has it been found that no chain of theatres can show profits by the exclusive presentation of its own product, even were these producer-exhibitor theatres in a position to provide sufficient product for their own theatres.

The exchange of stars, the exchange of trademarks in theatres is in direct opposition to a former policy which matched film giant against film giant, and in the exterminating process nearly proved that a serpent can swallow its own tail.



Max Allen taken over remodelled Temple Theatre East Windsor formerly owned by Mechanic.



Show Business



Herbert Bunston in "The Mask of Fu Manchu"

Herbert Bunston, English character actor, has been given a featured part in "The Mask of Fu Manchu", the Metro-Goldwyn-Mayer mystery thriller, featuring Boris Karloff.

Charles Vidor is directing the strong cast of "Fu Manchu", including Gertrude Michael, Charles Starrett, Myrna Loy, Jean Hersholt, Lawrence Grant and David Torrence.

Donald Cook with Dix and Harding

Donald Cook, noted young actor of the stage and screen, has been signed for a leading role in Radio Pictures' "The Conquerors", co-starring Richard Dix and Ann Harding. "The Conquerors", tracing the romantic growth of a nation during three major depressions, is being directed by William A. Wellman from an original story by Howard Estabrook. Robert Lord wrote the screen play.

M-G-M. Acquire Screen Rights "Congai"

Metro-Goldwyn-Mayer has acquired motion picture rights to "Congai", the novel by Harry Hervey which was also made into a play by Hervey and Carleton Hildreth. No cast or director have yet been announced for the new production.

Al Block Writing Bill Boyd Story

Al Block has been assigned the task of writing the screen play for Bill Boyd's next picture, "Yukon", which is to be directed by J. Walter Ruben, for R.K.O. It is taken from the widely read magazine story, "Sir Piegan Passes", by W. C. Tuttle.

B. F. Zeidman will serve as associate producer on the Boyd picture.

"Marathon Dancer" New Universal Picture

Yesterday Carl Laemmle, Jr., bought a new play for Sidney Fox. It is entitled "Marathon Dancer" and was written by Harry Sauber. In all probability, it will go into production next week, ahead of "Next Door to Heaven", which was planned as Sidney Fox's next picture.

Irene Rich's Daughter in "Deceit"

"Deceit", a Gaumont Allied-Productions picture, which the Gaumont Company are trade showing at the Phoenix Theatre, on September 14th, has an interesting young player in Frances Rich, daughter of the famous Irene Rich.

On completion of "Rasputin" Lionel and John Barrymore are scheduled to be co-starred in "Reunion in Vienna", from the stage play with Diana Wynyard as leading lady.

Rivoli Taken Over by U.A.

The Rivoli Theatre, which will be taken over by United Artists on Wednesday, September 14th, with the premiere of "Mr. Robinson Crusoe", Douglas Fairbanks' romantic comedy, will become the "Home of Mickey Mouse", it was announced yesterday by Harry D. Buckley, Vice-President of United Artists.

This means that exclusive first runs of Mickey Mouse pictures will always occur at the Rivoli, and that it will be there that Mickey's millions of friends will see him first. But it is added by Mr. Buckley that the Silly Symphonies, also from the Walt Disney Studios, will be sold to other theatres, one at a time. The first, "Flowers and Trees," is done in Technicolor and will have its opening at the Roxy Thursday.

Jack Fuld Goes to United Artists

Jack Fuld, for several years associated with Paramount, United Artists and Columbia in publicity and exploitation capacities, has been added to Hal Horne's staff at U. A. to assist in a special drive on Mickey Mouse. He started work Thursday.

New Imperial Windsor N.S. Opens

On the site of the old Imperial Theatre, Windsor, N.S., which was destroyed by fire last December, a fine new steel and brick theatre has been erected. The formal opening was Labor Day.

COMPLETE

Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre
from Sheet to Street.

Coleman Electric Co.

258 Victoria St.
TORONTO, ONT.

Toronto Theatres

LOEWS—Manager Jules Bernstein—Buster Keaton and Jimmy "Schnozzle" Durante in "Speak Easily" with Thelma Todd, a Metro-Goldwyn-Mayer picture.

UPTOWN—Manager Tom Daley—"The First Year", a Fox picture with Janet Gaynor and Charles Farrell.

TIVOLI—Manager M. J. Doyle — A Paramount picture, "Women Who Play", featuring Barry Jones.

SHEA'S—Manager Jerry Shea—"Guilty as Charged", with Edmund Lowe, Victor McLaglen, and Richard Arlen, a Paramount picture. On the stage, Kenneth Harlan and Al St. John in a comedy skit, and the Radio Rogues, impersonating stars of the air.

IMPERIAL—Manager H. V. Knevels — The 4 Marx Bros., in "Horse Feathers", a Paramount picture.

Films will tie-up with Radio for exploitation purposes

HELD OVER 2nd BIG WEEK!

Now Playing
His Majestys Theatre
Montreal
At \$1.50 Top

"THE BEST PICTURE OF THE YEAR!"



SCREEN'S POPULAR SWEETHEARTS
**EDNA AND HERBERT
BEST MARSHALL**

IN THE YEAR'S
ROMANTIC TRIUMPH
"THE

**FAITHFUL
HEART"**

by
MONCKTON HOFFE



TOGETHER AGAIN! The appearance of London's and New York's popular acting team in their latest hit is being eagerly awaited by Canadian audiences. Here they are!

The famous co-stars of "Michael and Mary" are ready to pack your theatre with their latest romantic sensation! Available for immediate booking!

CHOSEN by Imperial
Conference!
at Ottawa

HIGHEST AWARD SCREEN MASTERPIECE

"The Faithful Heart" is the picture that was chosen by the Dominion Government for showing to delegates attending the recent Imperial Conference at Ottawa, in the presence of Their Excellencies Lord and Lady Bessborough and Rt. Hon. R. B. Bennett, Premier of Canada.

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